DOCUMENT RESUME

ED 148 307 IR 005 320

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TITLE School Broadcast Utilization in Japan.
INSTITUTION Japan Broadcasting Corp., Tokyo. Radio and Television Culture Research Inst.
PUB DATE 76
NOTE 16p.; Parts of document may be marginally legible due to small type

EDRS PRICE MF-$0.83 HC-$1.67 Plus Postage.
DESCRIPTORS Audiovisual Communication; *Educational Radio; *Educational Television; Foreign Countries; *Schools; School Surveys; Statistical Data; Tables (Data)
IDENTIFIERS *Japan; Japan Broadcasting Company; Nippon Hoso Kyokai

ABSTRACT

A school broadcast utilization survey was conducted between September and November 1975 from a total of 73,048 kindergartens, nurseries, primary schools, junior high schools, senior high schools, and special schools in Japan. Survey questions focused on the usage rates of TV, radio, and VTR as well as utilization of NHK's TV and radio school broadcasts. Data are displayed in six tables and three figures. (AWP)

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School Broadcast Utilization in Japan

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School broadcast in Japan has a history and tradition of 41 years on radio and of 24 years on television. School broadcasts intended for school children in classrooms comprise those for primary schools, for junior high schools, for senior high schools and for schools of handicapped children. These are also linked up with a Course of Study issued by Ministry of Education. Educational programmes also include those for nurseries and kindergartens. In order to find out how these programmes are being made use of in various categories of schools, NHK conducts a "school broadcasts utilization survey", which has been undertaken annually since 1950.

At the "school broadcast utilization survey" taken between September and November 1975, 7,509 schools were chosen by systematic random sampling from among a total of 73,048 kindergartens, nurseries, primary schools, junior high schools, senior high schools and special schools in Japan, and the survey was taken under the mailed questionnaire system. Effective answers accounted for 76.9%. The results of the 1975 survey are outlined in the following:

1. Receiving Equipment Usage Rates

   1) Percentage Rates of TV and Radio Sets in schools.

      The usage rate is very high both television and radio, showing no marked changes in the past few years. From the steady growth in the per-school average number

of television sets and from markedly increasing use of colour television sets and video tape recorders, the schools appear to be aiming at supplementing their receiving equipment.

Table 1

Receiving equipment percentage rates of use

Schools	TV	Radio
Kindergartens	95.1%	81.6%
Nurseries	97.8	68.3
Primary schools	99.6	93.7
Junior high schools	94.2	93.6
Senior high schools (day)	95.3	91.7
Senior high schools (evening)	84.5	91.6
Schools for blind children	100.0	100.0
Schools for deaf children	100.0	78.9
Schools for mentally (physically) handicapped children	99.4	93.2

The ratios in Table 1 were derived from affirmative answers to the question "Does your school possess television (radio) sets?

Note: "High schools (day)" means regular high schools that offer classes during the day and "high schools (evening)" are high schools that offer classes only in the evening.

Among schools that answered in the affirmative with respect to the question about having or not having receiving equipment, the per-school number of television sets and the number of classes per one TV set are shown in Table 2.

Table 2

Number of TV sets in schools

Schools	Average per-school possession of TV set	Average number of classes per one TV set
Kindergartens	4.5 sets	1.1 classes
Nurseries	3.0	1.5
Primary schools	11.9	1.0
Junior high schools	5.6	1.8
Senior high schools (day)	5.3	3.9
Senior high schools (evening)	2.3	3.9

2) Percentage Rates of use of Colour TV

As a result of the presentation of some colour programmes for high schools in the television school broadcasts beginning in fiscal 1972, colour programmes began to be presented for all types of schools. Colour sets, therefore, showed the most outstanding increase in the data related to the use of receiving equipment, and this trend is expected to continue for several years to come.

Table 3

Percentage rates of use of colour TV

Schools	All schools = 100% Colour TV owned	Average per-school possession of colour TV
Kindergartens	78.3%	2.6 sets
Nurseries	78.0	2.0
Primary schools	84.5	4.2
Junior high schools	69.7	2.8
Senior high schools (day)	66.9	2.8
Senior high schools (evening)	49.5	1.5
Schools for blind children	94.3	5.1
Schools for deaf children	96.8	6.5
Schools for mentally (physically) handicapped children	97.7	6.0

In Table 3, the total number of schools (sampled schools) was taken as 100% and the rate of colour television usage is shown. It also shows the average per-school possession of colour sets.

Percentage Rates of use of VTRs

Usage rates of VTRs showed a growth rate next to colour television sets. Unlike the case of colour sets, however, the growth in the usage rate is limited to schools, such as junior and senior high schools, where the teachers specialize in the subject each teaches. Also, the rate seems to grow faster at those schools.

Table 4

Percentage rates of use of VTRs

All schools = 100%

Schools	VTR owned	Average per-school possession of VTRs	Colour VTR owned	Average per-school possession of colour VTRs
Kindergartens	15.1	1.4	9.8%	1.3 sets
Nurseries	2.9	1.0	1.4	1.0
Primary schools	30.7	1.5	15.3	1.2
Junior high schools	45.7	1.9	26.0	1.4
Senior high schools (day)	85.4	1.9	36.5	1.4
Senior high schools (evening)	48.8	1.4	21.6	1.1
Schools for blind children	37.1	2.3	24.3	1.9
Schools for deaf children	63.2	2.5	42.1	1.9
Schools for mentally (physically) handicapped children	51.0	1.9	31.0	1.4

2. School Broadcasts Utilization

1) Rate of School Broadcast Utilization

The number of schools which answered "there are classes that utilize NHK's TV school broadcasts" in ratio to the total (total of sampled schools) number of schools constitutes the NHK T.V.U.R. Similarly, the ratio of the number of schools utilizing radio school broadcasts to the total number of schools (total number of sampled schools) constitutes the NHK R.U.R. The ratios shown by schools of various categories are given in Table 5.

Table 5

Rate of school broadcast utilization

Schools	NHK TV utilization ratio	NHK Radio utilization ratio
Kindergartens	81.7%	29.0%
Nurseries	92.5	15.7
Primary schools	92.5	33.2
Junior high schools	41.3	34.6
Senior high schools (day)	49.8	41.3
Senior high schools (evening)	27.2	38.7
Schools for blind children	93.9	84.8
Schools for deaf children	94.3	1.1
Schools for mentally (physically) handicapped children	94.3	38.7

Table 6 gives the number of schools utilizing school broadcasts as estimated from the ratios of television and radio utilization. The utilizing schools include those schools that answered they had classes making use of NHK's television and radio school broadcasts or broadcasts intended for infants.

Table 6

Estimated number of schools utilizing school broadcasts

Schools	Total No.	Estimated No. of TV utilizing schools	Estimated No. of radio utilizing schools
Kindergartens	12,685	10,364 ± 352	3,767 ± 416
Nurseries	18,242	16,874 ± 304	2,864 ± 420
Primary schools	24,606	22,761 ± 314	8,169 ± 562
Junior high schools	10,802	4,461 ± 365	3,738 ± 353
Senior high schools (day)	4,514	2,248 ± 152	1,864 ± 150
Senior high schools (evening)	1,643	447 ± 85	636 ± 93

Changes in data in the recent five years are given in Fig. 1. The total number of schools (sampled schools) is taken as 100%.

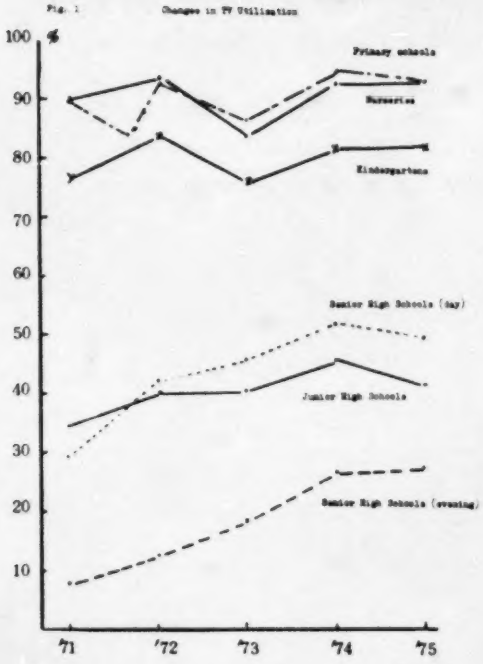
In the utilization of television school broadcasts, junior and senior high schools show slight increase. With regard to the utilization of radio school broadcasts, the rates had been following the trend of decline since 1967 and 1968 with consequent decrease in the number of schools utilizing them.

2) Broadcasts Utilization Patterns

Schools making use of school broadcasts can be classified into the following three types from the extent to which such broadcasts are utilized.

A. Schools which make use, as a rule, of programmes every week throughout the year.
B. Schools that make use of parts of school programmes continuously though none is utilized every week throughout the year.
C. Schools that make use of programmes considered useful but not continuously.

Fig. 2 represents the extent of utilization classified into A, B and C degrees. The ratio of continuing use of television programmes is higher for younger children, such as those in primary schools, nurseries and kindergartens. The same applies also to radio.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Nurseries
Kindergartens
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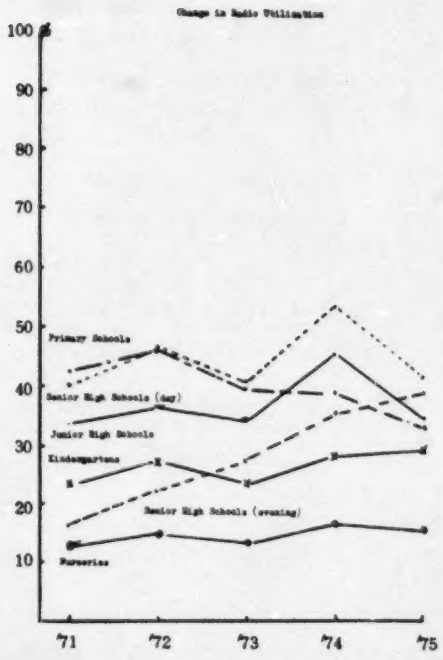
Primary Schools
Senior High Schools (day)
Junior High Schools
Kindergartens
Senior High Schools (evening)
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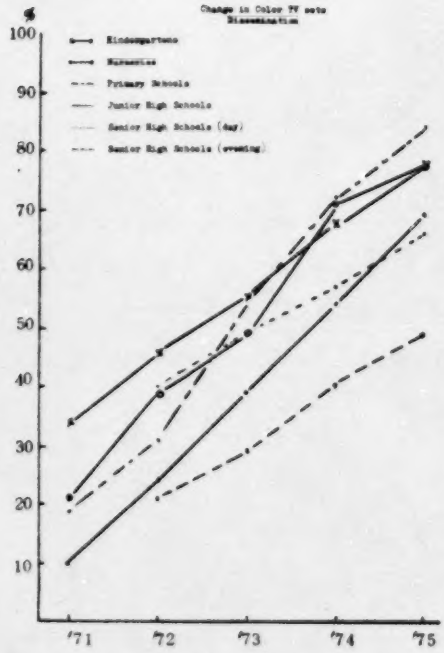
Kindergartens
Nurseries
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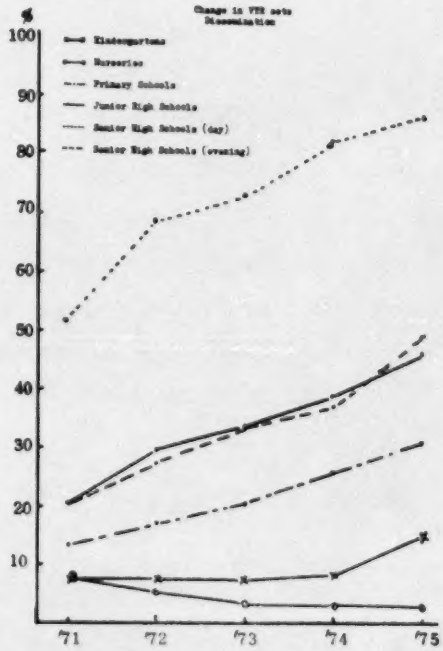
Kindergartens
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Fig. 2 Extent of Continuing Utilization

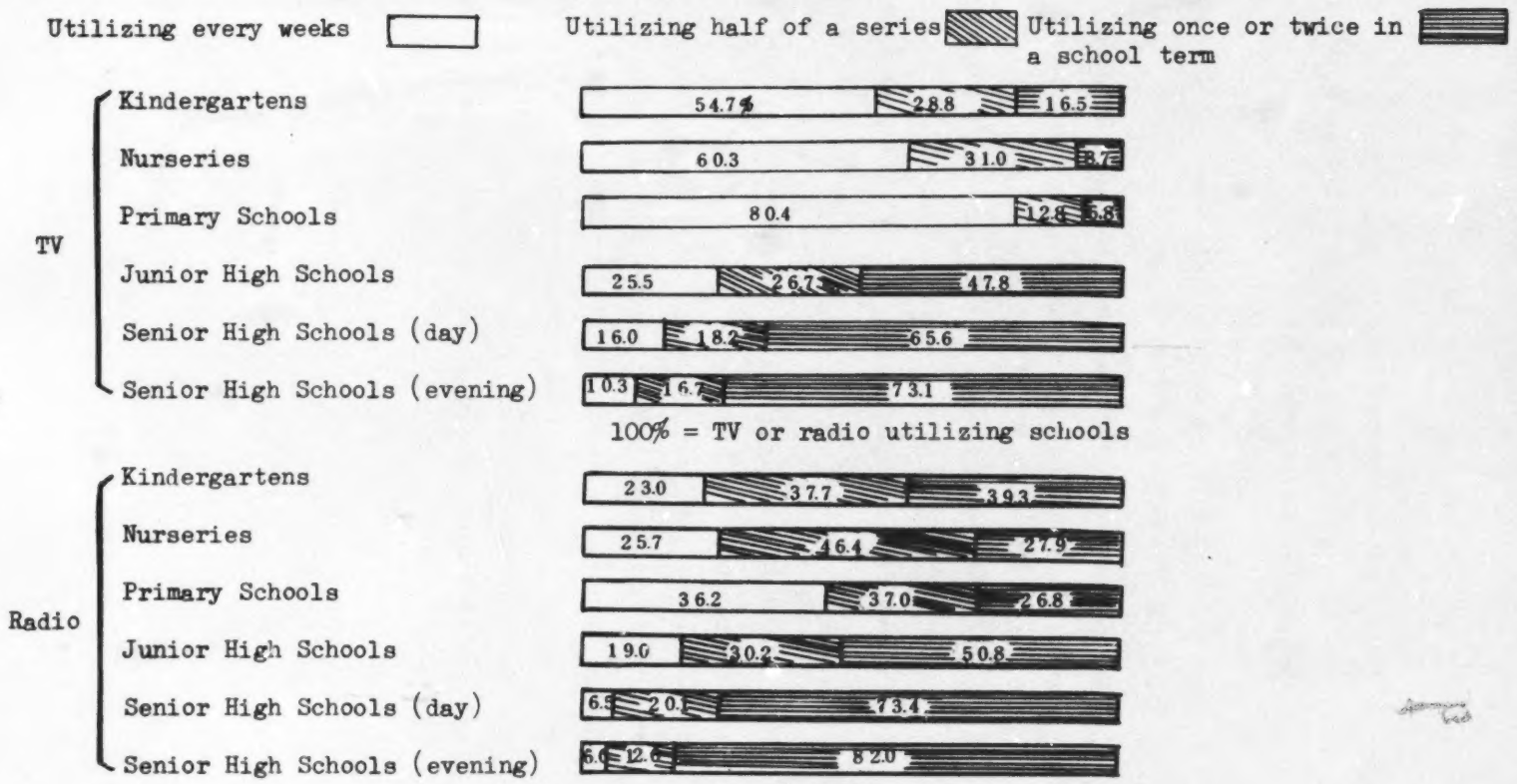


Fig. 3 gives the ratios of

A. schools that make use of school broadcasts almost entirely as live programmes,

B. schools that use live, recorded programmes in combinations,

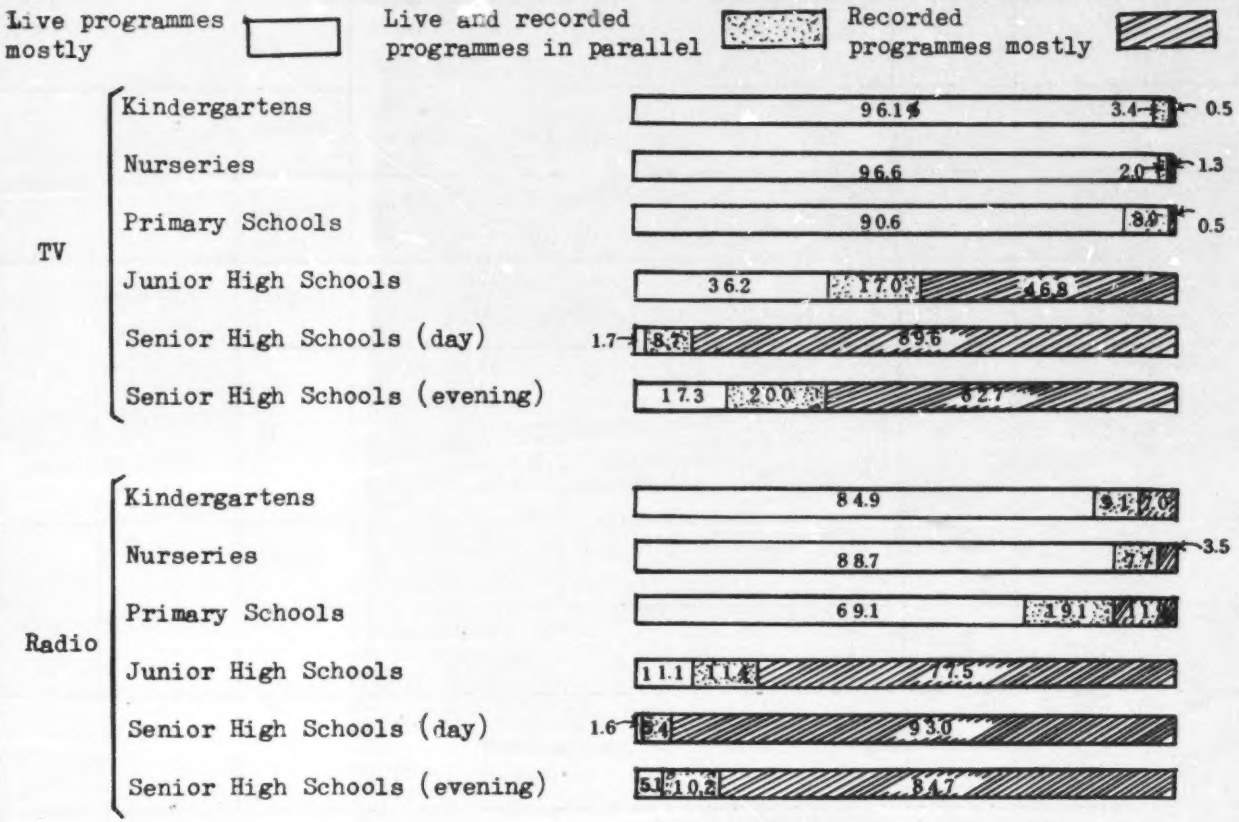
C. schools that use recorded programmes in most cases.

As in the case of VTR usage rate, here also one can see a clear difference between schools where the teacher takes charge of all the classroom lessons of a whole class (kindergartens, nurseries, primary schools) and schools where the teacher specializes in one subject (junior and senior high schools).

3) Utilization of each series

The ratios of utilization by programmes were calculated from the way the schools make use of individual television or radio series, including schools continuously utilizing them throughout the year, schools utilizing them continuously for part of the year and schools not utilizing them continuously.
Table 7 gives programmes that are utilized more widely and the estimated number of schools making use of such programmes.

Fig. 3 Utilization of live and video or sound recorded programmes



Note: 100% = Schools utilizing TV or radio programmes

Table 7 Programmes used most and estimated number of schools utilizing such programmes (1975)

		Name of series	Percentage of use	Estimated number of schools using series
Kindergartens	TV	Puppet Show	70.3%	8,570
		Our Rhythm (Music)	57.6	7,020
	Radio	Stories (Tales)	24.6	3,000
		Pippo-Pippo-Bon-Bon (Music)	6.2	750
Primary schools	TV	Nature Study (1st grade)	79.1	19,500
		Working people (2nd grade social studies)	76.9	18,900
		Fairy Tales	46.7	12,900
		Growing Children (Puppet show)	63.8	17,200
	Radio	Japanese Language (1st grade)	13.6	3,350
		Fairy Tales	10.6	2,600
Junior high schools	TV	Science (1st grade)	30.0	3,250
		History of Japan	15.7	1,700
	Radio	Youth group (Drama)	29.2	3,160
		The World's Masterpieces (Drama)	14.5	1,570
Senior high schools (day)	TV	Physics	26.2	1,160
		Senior High School Students' Forum	23.7	1,150
	Radio	How Young People Should Live	44.2	1,950
		Japanese Classical Literature	13.5	590

100% = All the schools in each category